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Sep 16 1941 Food for Freedom --- the Goal Behind the 1942 Goals of Agriculture Production

A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, and Mr. Wallace Kadderly, Office of Information, broadcast Tuesday, September 16, 1941, in the Department of Agriculture period of the National Farm and Home Hour, over stations associated with the NBC Blue Network.

--ooOoo--

WALLACE KADDERLY:

Here we are in Washington ... and around to Tuesday again - the day for news from the home economics wing of the Department of Agriculture. And Ruth Van Deman's with us again to report that news.

RUTH VAN DEMAN:

Wallace, our real news center today is Salt Lake City, Utah.

KADDERLY:

Salt Lake City, Utah? Are you starting a new research project or something out there?

VAN DEMAN:

No, putting to use some of the results we've already found. Dr. Hazel Stiebeling's out there at the first of the regional conferences to consider the 1942 goals for food production announced by Secretary Wickard.

KADDERLY:

Of course. I might have known she'd be there to present the nutrition picture.

VAN DEMAN:

Yes, nutrition's very much in the picture in this new drive to step up production of certain foods.

In fact, from the angle of producing food to build better health, there's never been anything quite like this program before. If you follow it way down to its final goal, it's a plan to abolish real hunger, to lick it to a finish.

And by that I don't mean only the gnawing kind of hunger. This is a campaign to produce foods that build strong bodies ... steady nerves - a campaign to prevent the hidden hunger that saps vitality.

KADDERLY:

Getting down to cases, Ruth, just what do you mean by that.

VAN DEMAN:

Take milk. I think it heads the list of foods for which Secretary Wickard is asking increased production.

KADDERLY:

It does, yes. The call's for 8 billion more pounds of milk as the 1942 goal. That's 8 billion over and above the 117 billion pounds estimated as this year's total.

(over)

VAN DEMAN:

It's a little hard for me to think in terms of billions of pounds of milk. I do better when I picture the quart a day for every child ... the pint a day for every grown-up - recommended in the guide to good diet.

KADDERLY:

As a nation, I don't suppose we anything like meet that standard.

VAN DEMAN:

Not yet. As a big step forward, Dr. Stiebeling is recommending today at the Salt Lake City conference much, much more milk. She recommends that we produce enough, so that the per-person-per-year average can be 295 quarts, as against the present 168 quarts.

KADDERLY:

With more money from factory pay rolls going into family pocketbooks, lots of people, of course, can buy more milk. And I'm sure they already are.

VAN DEMAN:

And for those who haven't yet enough cash to buy with, the stamp plan and the free school lunches are getting milk to at least some of the people who need it very badly.

Then, too, more and more farm families are waking up to the need of more milk on the family table. They're making plans for a plentiful year-round supply to use at home.

KADDERLY:

But aren't there still a great many other people who can afford to buy all the milk they need and still don't do it?

VAN DEMAN:

I'm sorry to report there are, Wallace. Every large scale study of what we Americans eat, shows that up. And it shows the need for more calcium. Far too many people don't seem to make any connection between the hundreds of dollars they pay out in dentists' bills and the milk they don't drink. They don't realize they're starving their teeth ... failing to give them the calcium they need to build healthy structure.

KADDERLY:

But plenty of milk and sound teeth don't always go together.

VAN DEMAN:

Not always, no. The nutrition of the teeth has even the experts stumped somewhat. But milk is one of our very best sources of calcium. And the calcium of milk is in a form the body can use to particularly good advantage. And our teeth and other bones do require a constant new supply of calcium. So the story goes along like a-b-c that far.

KADDERLY:

And calcium isn't the whole story in milk, either.

VAN DEMAN:

By no means. There's efficient protein and vitamins, depending in part on what the cow has had to eat. If it's green feed then her milk has a lot of Vitamin A. And if she's been out in the sunshine, then there's Vitamin D in her milk too. Or it can be enriched later with Vitamin D by scientific means.

KADDERLY:

So anyway it's figured milk is one of the best of all possible foods ...

VAN DEMAN:

Decidedly.

KADDERLY:

And we mustn't lose sight of the fact that some of this increased milk production the Secretary is asking from our farms will go to Britain as dried or evaporated milk.

VAN DEMAN:

To be stored in the underground food dumps I suppose and come out in the rolling kitchens as hot nourishing soup to help tide people over after they've been bombed out of their homes.

KADDERLY:

I'm sure it will. And so will the billions of pounds of dried eggs, and poultry and meat, and lard we send ... and the canned vegetables and fruit and other things. Secretary Wickard is asking for an increase in all kinds of lean meat - beef, pork, lamb and mutton, and in peanuts and soybeans for oil.

VAN DEMAN:

Speaking of fruit for Britain, did you happen to read in the paper the saga of an orange as told in a letter from London.

KADDERLY:

Don't think I have.

VAN DEMAN:

It seems this couple living in London last winter got hold of one orange - one of the very, very few on sale. They divided it. Each ate half. But they saved every scrap of the orange skin. First it was cooked with rhubarb jam. But as soon as it had flavored the jam, the orange rind was taken out and wrapped carefully in paper. A few days later it was used again to flavor stewed rhubarb. Then it was dried in the sun and saved to use as candied orange peel in a cake.

KADDERLY:

Well I'll be blest. That does just about take the cake for economy.

VAN DEMAN:

Doesn't it just ... As you know the new food goals for this country call for a great deal more fruits of the Vitamin-C rich type for us, as well as for Britain.

KADDERLY:

Fruits such as oranges and other kinds of citrus ...

VAN DEMAN:

And tomatoes. They go along with the citrus fruits.

KADDERLY:

And there's a call for more leafy green and yellow vegetables - enough to bring the total up to something like 20 billion pounds for 1942.

VAN DEMAN:

The reason for the green and yellow vegetables of course being their vitamin and mineral values. If we're going to measure up to the yardstick for good nutrition adopted by the national conference in May, we'll have to revise upward on our green and yellow vegetables.

KADDERLY:

At least one serving every day, isn't it?

VAN DEMAN:

At least, better yet two or three ... And green and yellow vegetables cooked or served so they keep the food values nature put into them.

KADDERLY:

Right there, Ruth, you've put your finger on something mighty important to this whole program ... this great national plan to produce more food to feed more people better. I'm sure it won't happen, but if there isn't cooperation in the kitchen the whole thing might be bottlenecked.

VAN DEMAN:

No, I'm sure that won't happen, Wallace. The letters women are writing us say they want to cook and serve food to keep its fullest possible food value. They're out to prevent food waste. It's something they can do for national defense right in the home place. Yes, I'm sure you can count on cooperation in the kitchen to use the food the farms will grow - and use it wisely.

KADDERLY:

In other words you would agree with what Secretary Wickard said yesterday in Salt Lake City. "Food is our fifth column." ... A fifth column not to undermine and destroy... but a fifth column to build us more strongly on our own roots ... so we can stand firm in our American way of living.

VAN DEMAN:

I do agree with that, most profoundly.

KADDERLY:

Well, thank you, Ruth for bringing in your news and views on the home end of this food-for-freedom campaign.

And as usual I suppose you're glad to have any of our friends of the Farm and Home Hour write the Bureau of Home Economics for bulletins on carrying out the home side of this program.

VAN DEMAN:

That's rather a large order, Wallace. But certainly, of course every piece of printed material we have is ready to do its bit. The home canning bulletin might be a help right now with the late tomatoes and the fall fruits.

KADDERLY:

Let me see - what's the exact title of that?

VAN DEMAN:

Home canning fruits, vegetables, meats.

KADDERLY:

Every quart of home canned food of course will release just that much of the commercial supply for use by city people who can't can economically, or for shipping to Britain.

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